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Dear Reader:

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Subscribe to Newsweek and that's just what you'll get. Facts. Honest accounts of what's going on -- written in the liveliest, clearest style you'll find anywhere. Just consider the facts Newsweek revealed about "The Well-Armed American":

"The private arsenal in U.S. homes now totals 90 million weapons, according to an estimate by the F.B.I. Family gun racks in the 63 million U.S. households boast 35 million rifles and 31 million shotguns. Add to that 24 million hand guns. The small arms inventory for the U.S. armed forces: 4.8 million guns, including those in Vietnam."

-- or the facts Newsweek uncovered about our new "Zero-War" strategy:

"President Nixon's defense brains, civilian and military, are planning a new national strategy -- and a budget to fit. The present '1 1/2 war' capability (one 'big' and one 'small' war) is out; a 'zero-war approach' -- deterring instead of fighting -- is in. The forecasts include a cut in spending from the \$71.8 billion in fiscal 1971 to \$70 billion or possibly \$65 billion in fiscal 1972; armed forces of 2.4 million vs. today's 3 million; six fewer Army divisions,

perhaps three fewer big Navy carriers, fewer tactical planes, bombers and personnel for the Air Force."

When you read Newsweek you'll be fully armed to discuss any of the questions in the news. Questions like:

- What options do we have in Southeast Asia ?
- Can school decentralization work ?
- How substantially have we altered our image in the Middle East ?
- What are the pros and cons of housing subsidies ?
- What's next in America's space program ?

When you read Newsweek you'll have the satisfaction of making up your own mind. On scores of important issues. In Newsweek's "Signed Opinion" columns you're exposed to the opinions of experts like Stewart Alsop and Milton Friedman. You may not always agree with them, but you'll certainly agree that they give you something to think about.

Just consider Friedman's answer to those who dismissed our moon victory because of so-called failure at home:

"Failure at home indeed. Is it failure to have converted an empty continent in two centuries into the most prosperous and thriving area in the world? Is it failure to have absorbed the 'refuse' of Europe by the teeming millions and to have converted them into affluent middle-class citizens? Is it failure to have produced the most extensive network of private eleemosynary institutions in the world? The most extensive system of private and governmental higher education? To have a larger fraction of the population go to college than any other nation? Seldom if ever has there been a success story like ours."

No matter how deeply you want to probe the news...or how lightly you want to scan it...week after week, Newsweek will take care of your news needs. News about...

Business and Finance -- Concise weekly roundups of developments in the economy -- Wall Street...labor...interest rates...tax changes...acquisitions...to-the-point reports like "Hard Times '70: Facts, Figures and the Impact on People"...plus critical commentary by noted economists Paul Samuelson, Milton Friedman and Henry C. Wallich.

The Cities -- A week-by-week report on our urban plight -- racial friction...crime...welfare -- the problems, the outlook. Also included: penetrating reports of struggles in particular big cities -- "Rooting Out Corruption in Chicago" and "Crime and Punishment in Dallas."

Education -- A weekly report from the campuses of America -- spawning ground for many major news stories. Studies like "Black Mood on Campus" and "Hunting the Causes of Campus Violence" outline important issues; on-campus interviews reflect the changing attitudes of America's youth and get at the core of their unrest.

Medicine -- What's next in transplant surgery? New cutbacks in store for Federal medical research? Frequent special studies explain the latest medical advances and problems. An example: "The Link Between Smoking and Drinking."

Religion -- To what extent will the accusations of the radical clergy influence the church establishment? How can the church preserve traditions and still appeal to today's young? Weekly reports answer a variety of questions about religion in the news and provide careful study of particular issues like "Charting the Way for Protestant Union" and "How America Lives With Death."

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As a busy person, you'll like the way Newsweek is put together. The index is right in front; lets you know what's in the magazine without a lot of wading. And in less than two minutes, "Top of the Week" will outline the major stories for you -- lets you know what they're all about.

When you read the stories themselves, you'll enjoy Newsweek's style of reporting -- reporting that won the "National Magazine Award," the Pulitzer Prize of the magazine industry.

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Cordially,



S. Arthur Dembner
Circulation Director

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